

Export Growth Committee DRAFT Meeting Minutes

2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Red Rock 8 - 9 Room

Part I – Tuesday, July 30, 2019 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 31, 2019 • 9:15 AM – 12:00 PM



Funded by the Beef Checkoff.

Jimmy Taylor: Co-Chairman (C)

Clark Price: Co-Chairman (F)

Amy Johnson: Staff Liaison

Purpose Statement:	To set priorities for the Operating Committee and give direction to contractors to develop Export Market Development Authorization Requests in order to support an increase in value of beef exports as a percent of total production to 16 percent.
Attendees:	James Taylor, Clark Price, Rosemary Anderson, Tammy Bartholomew, Charles Bassett, Ann Marie Bosshamer, Rich Brown, Austin Brown III, Bobby Combs, Gary Deering, D.J. Edwards, Jim Eschliman, Robert Fountain Jr, Chris Freland, Daniel Hanrahan, Dana Hauck, Jill Johnson, Joe Johnson, Bill Lickley, Kiley Martinell, Jackie Means, Ryan Miller, Ryan Moorhouse, Liz Para, Gary Patton, Philip Perry, Irvin Petsch, Rocky Pinheiro, Terry Quam, Mary Jo Rideout, Jeff Rudolph, Brian Sampson, Eric Sumption, Tracy Thomas, Tammy Vaassen, Rob Von Der Lieth, Richard Wortham, Byron Yeoman
Staff:	Amy Johnson

Checkoff Committee Meetings – Part I

Welcome/Call to Order/Introductions

Co-Chair Clark Price welcomed everyone and called the meeting to order at 2:02 PM.

Co-Chair Jimmy Taylor reviewed agenda.

Introductions: Each committee member introduced themselves by providing; name, state, their home areas average rainfall, if they're currently above or below average.

Approve Agenda and Minutes

Gary Patton made a motion to approve the agenda. **Charles Bassett** 2nd motion. Motion carried.

Charles Bassett made a motion for approval of the meeting minutes from the 2019 Cattle Industry Convention & NCBA Trade Show in New Orleans. **Terry Quam** 2nd motion. Motion carried.

Review Purpose and Ground Rules/Today's Goal

Co-Chair Clark Price reviewed the purpose statement and committee ground rules.

Review Tactic Scoring, Process, and Desired Outcome

Co-Chairs Clark Price and Jimmy Taylor reviewed the tactic scoring process and informed the committee how important the comments are to both the contractor and the BPOC.



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Contractor Presents FY2020 Tactics

Dan Halstrom, Travis Arp, Ashley Gamon, Cheyenne McEndaffer, Scott Reynolds, and Gerardo Rodriguez presented USMEF's AR; leaving time for questions and answers.

Wrap Up and Next Steps

Co-Chair Jimmy Taylor thanked the contractor for their presentation and asked that committee members turn in their green score sheets and table tents when they had completed their scoring and recessed the meeting at 5:48 PM. until Wednesday, July 31 at 9:15 AM.

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Checkoff Committee Meetings – Part II

Welcome/Call to Order

The meeting resumed at 9:15 AM.

Co-Chair Jimmy Taylor welcomed back the committee and asked if there were any questions for the contractors.

Engage Contractor for Additional Information Specific to Tactics

The contractor fielded questions from the committee.

Committee's Comments for Operating Committee

After all questions were addressed, the committee provided comments for the AR, which the committee liaison typed onto a slide for all to read. **Gary Patton** made a motion to accept the comments; **Tracy Thomas** 2nd the motion and the motion carried unanimously.

The comments submitted are below:

- ✓ The committee would like to strongly recommend full funding of the AR and to allow flexibility to move money between tactics as they see fit. Full funding may allow us to achieve 16% goal of production in export markets.
- ✓ The committee strongly considered additional funding if additional markets open up (e.g. China).
- ✓ We need to focus on the 96% of the population that lives outside the US. Many of our producers are struggling to bring the next generation back to the farm/ranch and expanding in the 96% is the only way to do that.
- ✓ We would like the BPOC to focus on the work USMEF has done in the current trade headwinds, of which they have no control, if/when the time comes to cut the budget, this is the year they'll need more, not less.
- ✓ \$24.45 ROI for Foreign Market Development.
- ✓ Our investment, combined with other industries and government funds, increases the value of our dollar.
- ✓ The BPOC needs to realize that USMEF is a known contractor and brings back known success, year after year, and it's where we need to be. USMEF is returning big, proven dollars to producers year after year.

Wrap-up and Next Steps

Adjourn

Jim Eschliman moved to adjourn the meeting; **Charles Bassett** 2nd the motion and the motion carried unanimously, concluding the meeting at 10:22 AM.